

Abstract of the Disclosure

An advertisement selection and delivery system for selecting
5 advertisements based on profile information and rendering the
advertisements as accessible to a user operating a network-capable appliance
connected to a data-packet-network is provided. The system comprises, a
first server node connected to the network, the first server node functioning
10 as a user access point on the network, a mass storage repository accessible
to the first server node, the repository for storing and serving user profile
data, a second server node connected to the network, the second server node
for generating user preference data, at least one advertisement server
connected to the network, the advertisement server for serving
15 advertisement data, a software application for generating user preference
lists and performing advertisement selection and at least one network-
capable appliance connected to the network the network-capable appliance
for receiving the advertisement data. A user operating the network-capable
appliance accesses the first server node and receives the advertisement data,
20 the advertisement data selected for service by matching the user preference
data to stored advertisements and rendered accessible to the user during the
time of user access to the system from the network-capable appliance.